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PEDOMAN KELOMPOK DISKUSI FOKUS



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FOCUS GROUP MANUAL

The preparation of media tools for agriculture is something which requires prior study or research. To be successful in agriculture, the extension worker must be fully aware of the realities of the farmer's actual situation. For example, the farmer may not want to adopt new technology because of inadequate capital, or because he feels that the risk involved in adopting new methods is too great. If the extension worker does not understand these points, then his advice will not be in accordance with the farmer's needs. He would consequently fail in his efforts to increase agricultural production.

Research or preparatory study is thus as equally important as the technology to be delivered and the method of communication. The following Focus Group method is commended for those wishing to undertake research in relation to the farmer's income and the realities of his lifestyle. This method is an approach which is both inexpensive and easy to facilitate for the gathering of information about the reality of the farmer's situation. It is hoped that this method will assist in the sphere of supplying information to the farmer.

Best Available Document

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1. FOCUS GROUPS.

Focus Group discussions are a meeting of participants invited by the researcher in order to gather certain predetermined information, and thus focussed through guided discussion.

1.1 Why the Focus Group Discussions?

1. By utilizing focus groups, we are able to obtain a lot of information from several persons in a short time compared with using a questionnaire.

2. Commentary from one participant can stimulate another participant's memory.

3. In matters where it is impossible to reach a consensus, or where there is a difference of opinion or different experience can be seen among the participants, such matters can be discussed further.

4. Errors or faulty memory (in connection with village happenings, as preferably participants' memories are not labelled as erroneous) from one participant can be corrected by others.

5. Unanticipated matters, or things which had not been thought about by the researcher will perhaps come up in the course of the discussion.

6. Focus Groups if well organized, will be a relaxing and enjoyable experience for all the participants. This experience will also facilitate other research in the village.

7. Focus Group research may be carried out by several trained researchers without great expense to the organizer.

1.2 Why Use An Alternative Method?

Not all kinds of information can be collected effectively through Focus Groups. Even if we have obtained information relating to a particular matter from one or two groups, we may wish to check the information. For example, we may wish to go to an unirrigated field or to a wet rice sawah to see the cropping pattern with one's own eyes or to see how the cultivation is done.

If we wish to enquire about personal matters, for example the area of land owned by an individual or their habits of borrowing or lending money, we must interview the individual in his own home without any non-family members being present. The interview method is also more appropriate if we need to know more detail about, for example, cropping patterns. If, for example, we need accurate figures regarding the number of people who have planted a certain type of corn, or who can read and write, we would probably use the questionnaire method with respondents chosen by random sampling. This method requires both time and effort, as well as particular skills.

To collect qualitative data which assists decision makers in the Department of Agriculture to plan for an effective program, then there is no better way than to organise well prepared Focus Groups run by trained staff.

It is hoped that this Manual will assist those who wish to prepare and undertake focussed group discussions. It is recommended

that those who wish to utilize Focus Groups in order to promote possibilities of agricultural innovation should get in touch with those institutions, such as universities or voluntary organizations which already have experience in the rural areas in which it is proposed to carry out the intended survey.

Further information about focus groups can be read in **Focus Groups: A Practical Guide for Applied Research** by R.A. Krueger and published by Westview Press, 1988.

CHARACTERISTICS OF FOCUS GROUPS

AIM	TO LEARN, NOT TO TEACH
PARTICIPANTS	HOMOGENOUS AND LIMITED IN NUMBER
TYPE OF STUDY	DIRECTED
ATMOSPHERE	INFORMAL AND FRIENDLY

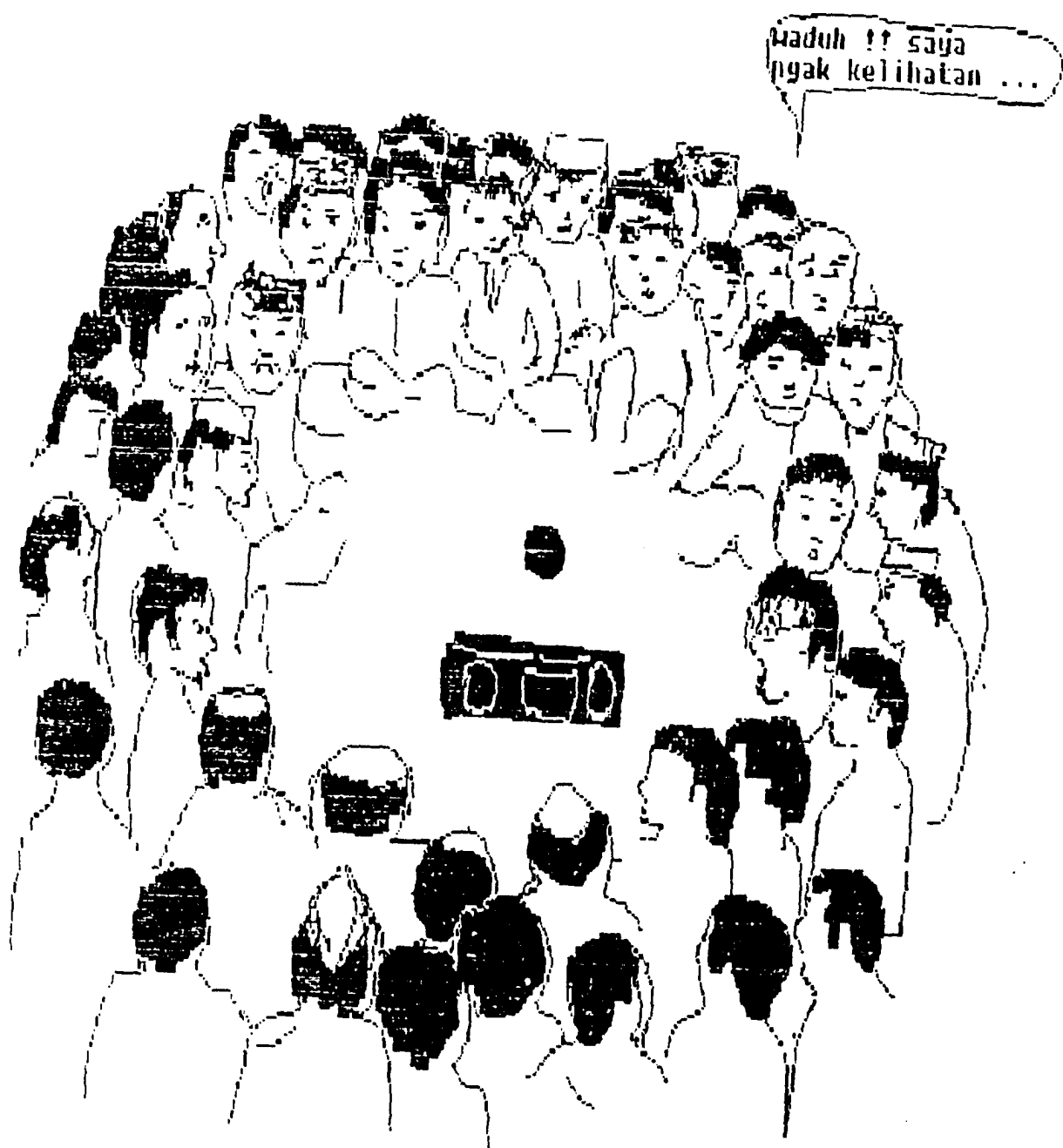
hen! jadi ini mengajar
toh, bukan belajar....



THE AIM OF FOCUS GROUPS

Collect information which can assist decision makers to prepare and improve agricultural innovation programs.

Listen to, and learn from Focus Group participants in order to collect appropriate information.



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MEMBERSHIP OF FOCUS GROUPS

* Care should be taken to ensure that participants are from homogenous backgroups in order to facilitate investigation in an informal and friendly atmosphere. If there are great differences in social status, work, education and age in any group, it is quite possible that such differences will interfere with the smoothness of the study.

On the same basis, it is preferable that groups be organized for men and women separately.

* Do not create groups of more than fifteen persons.

waktu saya naik
haji itu pak

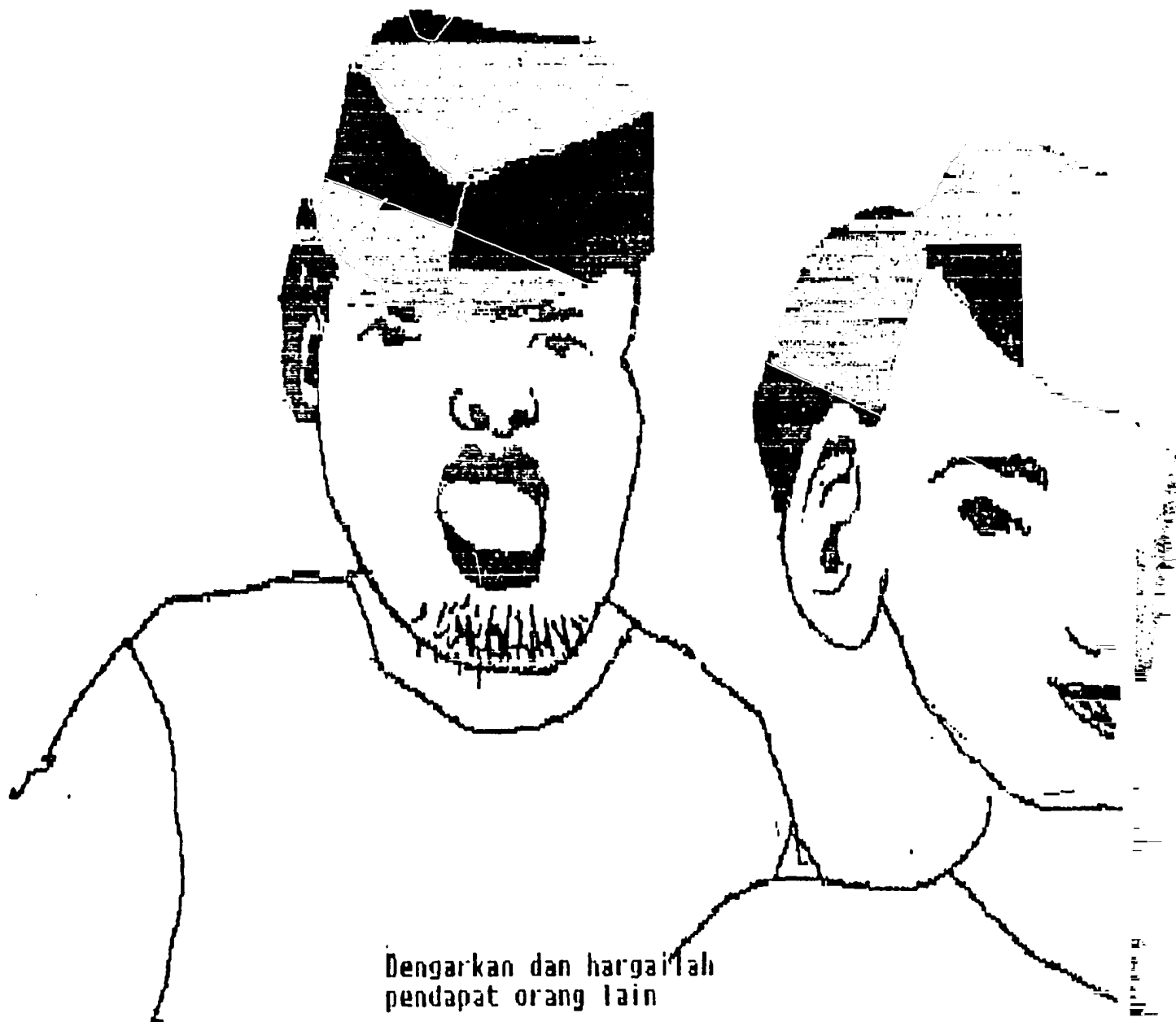
anak saya sekarang
sekolah di persitas lho



tapi pak, kita se-
karang mau tahu
pengalaman berta-
ni bapak !

THE TYPE OF STUDY IN FOCUS GROUPS

The Group Leader should ensure that the discussion is correctly directed to the study in hand. This will require a lot of preparation to ensure that the Group Leader is able to ask appropriate questions. It is essential also that the leader is sensitive in the way he directs the groups so that he can avoid causing offense to the group.



THE TYPE OF STUDY IN FOCUS GROUPS

- * The atmosphere of the study must ensure that the participants are able to express themselves freely.
- * The participants must feel that their answers will not be subject to scrutiny or further analysis.
- * The participants must feel that their experiences and ideas will be valued by other persons.
- * It is essential that the speaking atmosphere in the group is friendly and informal.

LIST OF PARTICIPANTS

GUIDELINES FOR THE INTERVIEWER

SCHEDULE

INITIAL QUESTIONS

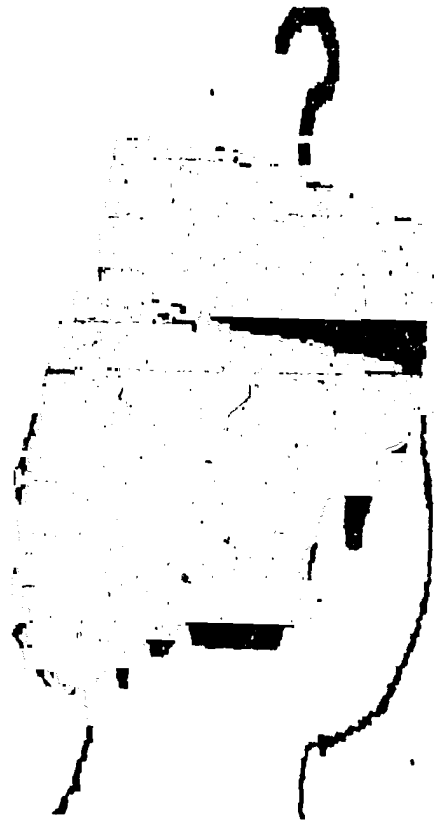
AIM (OBJECTIVE)

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STAGES OF PREPARATION FOR FOCUS GROUPS

- * Analyse, clarify and review the aims of the discussion.
- * Set out initial questions.
- * Decide on who will be the participants.
- * Set out schedule and budget.
- * Prepare guidelines for researchers.

kita sekarang
mengadakan fokus
group !!!



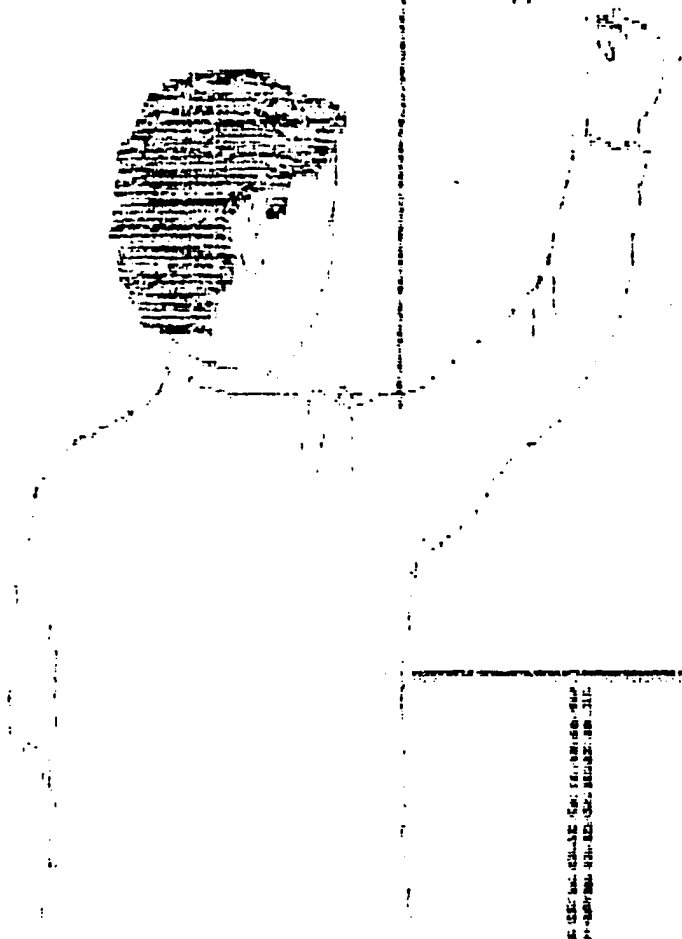
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ANALYSE, CLARIFY AND REVIEW THE OBJECTIVES
TO BE REACHED

- * The objectives of the Focus Group study must be clear.
What is it that is desired from the study?
- * Preferably, the objectives and planning for the Focus Group study should be reviewed with Institution which will utilize the results.
- * The objectives of the study should be reviewed also with the experts involved. This will assist in the implementation of the study and ensure that questions are focussed on the objectives.
- * Preferably the objectives should be analysed and reviewed by those concerned, so that the objectives are completely clear before setting out the initial questions.

Teknik Pengolahan Hasil Nelayan :

1.



1. Teknik Pengolahan Hasil Nelayan :

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PREPARING THE INITIAL QUESTIONS

- * Begin by noting down what questions should be asked.
- * Chose questions which will stimulate participation and discussion.
- * Write down the questions in a logical order.
- * Translate the questions into the local dialect.

Note that it is virtually impossible to conduct a Focus Group discussion with farmers in a free, friendly and informal atmosphere without using their local day to day dialect.

- * Write down the questions in simple sentences.

Avoid unfamiliar technical terms (don't forget that the aim of the group discussion is to listen and to learn from the target group. The achievement of this aim will be hindered if the group leader uses forms and language which is alien to the focus group

kelompok pria

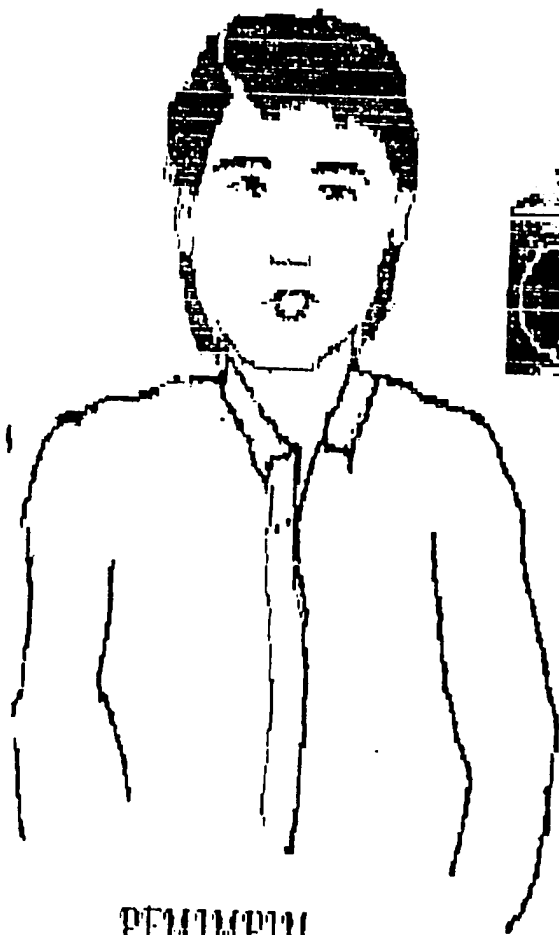


kelompok wanita

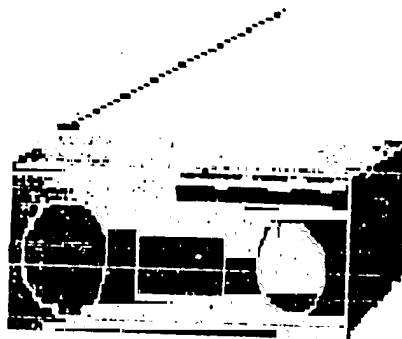


CHOOSING GROUP PARTICIPANTS

- * Choose group members who are representative of the target group to be studied (For example, if it is desired to ascertain that farmers may be persuaded to plant superior varieties of crops, choose farmers with moderate holdings for participation in the Focus Group and avoid those with large or very small holdings.
- * Choose Group members from similar backgrounds. If necessary, create more than one group (For example, one for village leaders and large scale farmers and one for small scale farmers and laborers. Consideration should be given to creating a Focus Group especially for women farmers. If this is so, then the researcher should also be a woman.
- * Don't forget, it is better that the number of persons in any group does not exceed fifteen persons.



PEMIMPIN



NOTULEN

PREPARE GUIDELINES FOR THE INTERVIEWER

- * Guidelines must specify the roles of both the interviewer and the notetaker in the focus group.
- * Guidelines must specify the method of selection of group members and set out the operational environment of the group.
- * Guidelines must specify the method of organizing, recording, analysing and reporting the outcome of the group study. If the outcome is not carefully recorded or noted down in a satisfactory manner, it will be difficult to undertake a meaningful analysis of the study.



HOW TO LEAD A DISCUSSION GROUP

- * The researcher (implementor) must be thoroughly familiar with all the questions which are to be asked and with the method of directing the study so that the objectives of the focus group can be achieved.
- * It is not essential to stick to the sequence of the list of questions; the implementor can normally start with the first question on the list but it is not necessary to follow through in order. It is preferable that the discussion go smoothly, without breaks or interruptions. In order to achieve this goal, the implementor should choose a question which follows naturally from the previous question so that continuity is maintained in relation to the questions asked. Before the discussion group is closed, the implementor should check over the list so that nothing is forgotten.
- * Try to ensure that group time is not monopolized by one or two persons. If there is one person who talks too much, it will be necessary to cut in politely and ask other persons opinions, or ask the question anew to another person.
- * Try to ensure that all participants get a chance to speak. Note who has not yet spoken and ask directly for their ideas or for their comments.

- * Try to ensure that participants alternately ask questions and comment or that their replies follow on from other participants comments, so as to ensure discussion and that the group produces only questions and answers. The implementor should thus function as a facilitator, to stimulate members' participation in speaking and not to act as chief spokesman for the group.
- * There is always one person in a group who considers himself to be an expert. The discussion leader should therefore try to avoid directing questions about the situation in the village or about agricultural problems to this person or as if such questions had an official stamp.

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